



# Persuasion & Influence in a Week (Teach Yourself)

*Di McLanachan*

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## **Persuasion & Influence in a Week (Teach Yourself)** Di McLanachan

Sunday Explore factors that influence, both positively and negatively and discover how influencing is selling  
Monday Understand the power of personality and charisma and ensure you are putting the right message across  
Tuesday Use the Assertiveness Sentence technique to sound more confident in any situation  
Wednesday Discover the three elements of communication and how to use them to build rapid, effective rapport with others  
Thursday Learn to recognize the internal filters that we all have and utilize them in patterns of persuasion  
Friday Use NLP models to influence at an unconscious level, including the technique of `chunking? to gain agreement  
Saturday Learn how to use proven persuasion techniques such as emotional "triggers", scarcity, the law of reciprocity, the power of three, and the AIDA formula

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